

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

File Copy
4/9/56

fashion

january						
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march - 1957						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 9, 1956</u>			
Monday April 9 1:00 P.M.	TRANSITIONAL COTTONS BY ALAN PHILLIPS "Entr'Acte"--transitional all-occasion cotton dresses, designed by Alan Phillips. Daily at 1:00 P.M. (<u>Note Change of Date</u>). Publicity: Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday April 10 10:00 A.M.	PRESS PREVIEW: SPECIAL SUMMER COLLECTION Preview of a special Summer collection by Suzy Perette. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE (134 WEST 37TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday April 10 1:00 P.M.	TRANSITION DRESSES BY LEE EVANS Mr. Mort's transition dress collection, designed by Lee Evans. By invitation. Also, April 11, 12, 13 at 1:00 P.M. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 10	OPENING OF ADVANCE FALL COAT COLLECTION Opening of Originala's advance Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday April 11 12:30 P.M. Luncheon	SPRING FASHIONS BY LENTZ DIMINUTIVES Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 11 5:00 P.M.- 6:00 P.M.	PRESS PARTY TO MEET HELEN ROSE The press will be invited to meet Helen Rose, MGM's designer. By invitation only. Publicity: Dorothy Day, JU. 2-2000.	METRO-GOLDWYN-MAYER	ST. REGIS HOTEL
Thursday April 12 9:30 A.M. Breakfast	PRESS PREVIEW OF FABRICS & PATTERNS "Urban-Suburban Fabric Fashions for Summer" at a showing for the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 12 12:30 P.M. Luncheon	"MARDI GRAS" COTTON SUMMER FASHIONS Galey & Lord's "Mardi Gras" cottons, in women's and children's Summer fashions, available at Henri Bendel. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Galey & Lord Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GALEY & LORD (1407 BROADWAY)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 12 12:30 P.M. Luncheon	BENEFIT SHOWING FOR SPENCE-CHAPIN & ANTA Eleanora Garnett's collection from Rome will be shown at a benefit luncheon for the Spence-Chapin Adoption Service and American National Theatre Academy. Press by invitation. Tickets--\$5.00, contact: Spence-Chapin, 304 E. 33 St., MU. 3-8213. Garnett Publ.: Elizabeth Maher, EL. 5-4248.	ELEANORA GARNETT LTD. (47 EAST 51ST ST.)	HOTEL PIERRE COLTILLION ROOM
Friday April 13 9:30 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Preview of Ohrbach's late Spring and Summer maternity sportswear and dresses. By invitation only. Publicity: Mark Klauser, OX. 5-4000,	OHREBACH'S	4TH FLOOR BRIDAL SHOP
April 16	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Monday April 16 10:30 A.M. Breakfast	PRESS PREVIEW OF DENIM FASHIONS The Denim Council will preview new "work-at-home" fashions by 33 mens', womens' and childrens' designers; "Pacesetter" pattern wardrobe by Advance Pattern Co. and "Pacesetter Denim Room" by Brother Sewing Machines. By invitation only. Publicity: Denim--Jessica Bradt, MU. 3-9918; Brother--Bette Crumpacker, Allardice-Ridgway, MU. 3-9572; Advance--Herma Cowen, MU. 4-5450.	THE DENIM COUNCIL (375 FIFTH AVENUE)	ART DIRECTORS' CLUB 115 EAST 40TH STREET
Monday April 16 2:30 P.M.	SUMMER DRESSES BY JERRY GILDEN Russeks will present Summer fashions by Jerry Gilden. Press invited. Open to public. (<u>Note Change of Date.</u>) Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 17 11:00 A.M.	PREVIEW: SUMMER READY-TO-WEAR Bergdorf Goodman will invite the press to preview their Summer ready-to-wear fashions. By invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR COUNTY & CASUAL SHOP
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS" A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
Wednesday April 18 12:30 P.M. Luncheon	FURS AND CUSTOM FASHIONS AT LUNCHEON Furs by Benn Mandel and custom fashions by Fontayne will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BENN MANDEL; FONTAYNE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 18 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Eighth Annual Brand Names Retailer of the Year Award will be presented at a dinner, with Vice-President Richard M. Nixon as principal speaker. Price: \$25.00. (Brand Names Week, April 15-21.) Contact: George Hallock or Nathan Keats, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 19 12:00 Noon Luncheon	HOME FURNISHINGS DIVISION LUNCHEON The Fashion Group will hold its Home Furnishings Division Luncheon. Co-Chairmen: Barbara Lewis of Fox-Lewis; Gertrude Dixson of "American Home". (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday April 19 4:00 P.M. Cocktails	WOMEN'S & CHILDREN'S FALL FASHIONS White Stag will preview their women's and children's fashions for Fall to press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Barbara McGinnis, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE ROOF
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy; and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 23 12:30 P.M. Luncheon	SUMMER FASHIONS BY LUIS ESTEVEZ Luis Estevez' collection, available at "Miss Bergdorf" Shop of Bergdorf Goodman, will be shown at luncheon. Press by invitation. Public by reservation: contact PL. 5-1000. Grenelle contact: Phyllis Younghart, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR GRAND BALLROOM
Monday April 23 4:00 P.M.- 7:00 P.M.	PREVIEW OF FALL SHOE COLLECTION Cocktail party to meet Andre Perugia, and showing of Fall shoe collection. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - 71ST FLOOR
Tuesday April 24 10:30 A.M. And 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FLOOR
Tuesday April 24 12:30 P.M. Luncheon	ANNUAL BENEFIT FASHION SHOW "Italian Holiday"--daytime and evening fashions by the Fontana Sisters of Rome and sportswear from Capri by Weaver of the Island; jewelry by Napier. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Fontana Publicity: Gino di Grandi, PL. 3-4216. Hospital Public Relations: Flora Kaiser, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 24 2:30 P.M.	COSTUMES FROM THE POIRET PERIOD, 1910-1920 The Brooklyn Museum will present 60 costumes from the Poiret Period, 1910-1920, completely accessorized, including lingerie, dresses, coats and suits at an informal work session. By reservation; contact: Mrs. Graves, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 24 3:30 P.M.	PREVIEW: LATE SPRING AND FALL FURS Exclusive sports and formal fur fashions will be previewed to the press. Showing for buyers, Wednesday, April 25, 2:30 P.M. By invitation only. Publicity: Frances L. Russell, PL. 3-2697.	HOUSE OF ARONCWICZ	19 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday April 24 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMEERS Cocktail party for press and trade. By invitation only. (Members-- Beleganti, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual showrooms all week.) Contact: John Jerro, 40 W. 27th, MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	SHERRY NETHERLAND CRYSTAL PAVILLION
Wednesday April 25 12:30 P.M. Luncheon	SUMMER BEACHWEAR AND SEPARATES AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 26 9:00 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Joseph Guttman's Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Thursday April 26 12:30 P.M. Luncheon	SUMMER FASHIONS IN LACE "Lace Travels in Fashion"--showing of Summer fashions available at Henri Bendel. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Bendel--Mary-Jean Mairs, CI. 7-1100; Lace Inst.--Gladys Steiner, MU. 9-1630. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	THE LACE INSTITUTE & HENRI BENDEL	HOTEL PLAZA TERRACE ROOM
Friday April 27 9:30 A.M. Breakfast	PREVIEW: "TRAVEL TIME" FASHIONS Abraham & Straus will preview Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st St., WI. 7-9804.		
Tuesday May 1 11:00 A.M.- 4:00 P.M.	ADVANCE SHOWING: FALL RAYON FASHIONS American Rayon Institute's special preview of "Cross-Country" Fall rayon fashions by leading designers, prior to nation-wide showings in private railroad cars. Luncheon served from 12 Noon to 2:00 P.M. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	AMERICAN RAYON INST. (350 FIFTH AVENUE)	PENNSYLVANIA RAILROAD STATION-PRIVATE CARS
Tuesday May 1 4:00 P.M. Cocktails	PREVIEW OF FALL KNITTED COLLECTION Lana of Vienna will preview their Fall collection of knitted dresses, coats and separates at 4:00 P.M., followed by cocktails. By invitation only. Publicity: Sylvia Bernstein, WI. 7-7920.	LANA OF VIENNA (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 1	FALL OPENINGS IN LOS ANGELES <u>May 1</u> : Rosenblum. <u>May 2</u> : Alex Colman. <u>May 3</u> : Marjorie Michael, Tabak of California. <u>May 4</u> : Marjorie Montgomery, Rosalind de Hart, Pat Premo. <u>May 6</u> : Helga. <u>May 7</u> : Edith Small, Kilpatrick, Jewel, Marusia, Howard Greer, Cahill, Irene. <u>May 8</u> : "The Little Couture", Spectator, Don Miguel, Waldo, Harry Finer, John Carter, Ernest Newman, Fleischman. <u>May 9</u> : Helen of Calif. <u>May 10</u> : Sir James. <u>May 23</u> : Jeanette Alexander.	LOS ANGELES DESIGNERS	LOS ANGELES, CALIFORNIA
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday May 2 12:30 P.M. Luncheon	PREVIEW OF FASHIONS IN TYCORA YARNS Textured Yarn Company will present new developments in Tycora yarns and Fall fashions for men, women and children. By invitation only. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359.	TEXTURED YARN CO.	HOTEL PIERRE ROOF GARDEN
Monday May 7 9:00 A.M. Breakfast	PREVIEW OF COUTURE FASHIONS IN LOS ANGELES Edith Small will invite the press to preview her advance Fall collection of suits, dresses and costumes. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16 ST., L.A.)	BEVERLY HILLS HOTEL LOS ANGELES, CALIF.
Tuesday May 8 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Beginning Tuesday May 8	OPENING: FALL BRIDESMAID DRESSES David Morris will present Fall bridesmaid dresses at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 9 9:00 A.M.- 11:00 A.M. Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	HOTEL PARK LANE CRYSTAL ROOM
Wednesday May 9 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING The Fashion Group will present its Children's Division luncheon meeting. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday May 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SPORTSWEAR "Macy's By The Sea"--a collection of active sportswear and bathing suits. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
May 12- May 19	NATIONAL LUGGAGE AND LEATHER GOODS WEEK. Contact: Betty Fryman, Luggage & Leather Goods Mfrs. of America, 220 Fifth Ave., LE. 2-3960.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR.9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
Beginning Monday May 14- May 25	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI-- (BARBARA COSTUME CO.) PAUL FARNES CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: FALL SEPARATES COLLECTION Sir James will preview their monogrammed collection of separates and dresses for Fall. By invitation only. <u>Trade from Wed., May 16 at 10:30 and 2:30.</u> Publicity: Gloria Gelfand, FE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Beginning Wednesday May 16	OPENING OF FALL DRESS COLLECTION Mignon will present their Fall collection of misses' daytime, afternoon and cocktail dresses. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN Philip Sills will preview his Fall collection of leathers, designed by Bonnie Cashin. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 17 11:00 A.M. Champagne	PREVIEW OF TOMMIES COLLECTION Kaylon will preview their back-to-school collection of Tommies and Tommierobes, designed by Harry Berger, to press and buyers. By invitation only. Contact: Betty Greenwald, MU. 9-6292. Publ: Ken Williams, JU.6-8217.	KAYLON, INC. (180 MADISON AVE.)	HOTEL VANDERBILT
Thursday May 17 12:00 Noon Luncheon	PREVIEW: COLLEGE & CAREER COLLECTION Nelly de Grab presents her Fall collection of separates, coordinates and dresses. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Monday May 21 1:00 P.M.	FALL OPENING: DRESSES AND PETITES Richard Cole will present his Fall collection designed by Alan Phillips, and a new group of cocktail dresses designed by Miss Mercedes for petites, to press and buying offices. <u>Daily at 1:00 P.M.</u> Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 21 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION David Crystal will preview their Fall dress collection to press and buyers. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 21 5:00 P.M.	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. (<u>Note New Address</u>). Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, MAY 21</u>			
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA.	4-6691
<u>TUESDAY, MAY 22</u>			
Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR.	9-9600
Kane Weill.	10:30 A.M.	498 7TH, LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA.	4-9724
<u>WEDNESDAY, MAY 23</u>			
Davidow.	10:30 A.M.	550 7TH, PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA.	4-2577

Beginning Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will preview his Fall coat and suit collection. By invitation. <u>Trade showings</u> , by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday May 22 12:00 Noon	FALL SPORTSWEAR BY DOROTHY COX Showing of Fall sportswear collection, designed by Dorothy Cox, for Tanner of North Carolina, for press and buying offices. By invitation. Daily thereafter at 12:00 Noon. Publicity: Ken R. Williams, JU. 6-8217.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only. Contact: Elizabeth Arden Publicity Dept., PL. 3-3410.	ELIZABETH ARDEN (681 FIFTH AVENUE)	HOTEL ST. REGIS ROOF
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION David Morris will present their Fall cocktail and formal collection at continuous daily showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION Feder Fashions will present to press and trade highlights of the Tricosa of Paris Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit before and after show. By invitation. Publicity: Sue Gardner, TR. 7-4952.	FEDER FASHIONS (16 EAST 53RD ST.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez Fall collection of dresses and costumes will be presented to the press. By invitation only. <u>Trade showings at 12:00 Noon from Thurs., May 24 in their showroom.</u> Publicity: Phyllis Younghart, LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Press preview of Arthur Jablow's Fall coat and suit collection. By invitation. <u>Daily trade showings thereafter at 10:30 A.M.</u> Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVE. SHOWROOM-9TH FLOOR
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Plattry Country Wear will preview their Fall collection of sportswear and separates, designed by Greta Plattry, for press and resident buyers. By invitation only. Continuous showings thereafter in their showroom. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Beginning Monday May 28 10:30 A.M.	FALL OPENING: COATS AND SUITS The Monte-Sano & Pruzan Fall collection will be shown Monday, May 28, also <u>June 1, 5 and 8,</u> at 10:30 A.M. By invitation and appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade showings from Tues., June 5 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Tuesday
April 10
8:40 P.M. PREMIERE: NEW CINERAMA (Movie) WARNER THEATRE, B'WAY & 47TH ST.
World premiere of Lowell Thomas' "Seven Wonders of The World," filmed in Cinerama and Technicolor. All seats reserved. Publicity: JU. 6-8400.
- Wednesday
April 11 FINAL WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Wed., April 11: Strauss' DER ROSENKAVALIER. Thurs., April 12: Verdi's RIGOLETTO. Fri., April 13: Puccini's MANON LESCAUT. Sat., Mat., April 14: Verdi's IL TROVATORE. Sat. Ev., Apr. 14: Strauss' DIE FLEDERMAUS. Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
April 11 FINAL WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Wed., April 11: Rolf Lieberman's SCHOOL FOR WIVES (Premiere), and Mozart's THE IMPRESSARIO. Thurs., April 12: Puccini's TOSCA. Fri., April 13: Puccini's MADAMA BUTTERFLY. Sat. Mat., April 14: Bizet's CARMEN. Sat. Eve., April 14: Verdi's LA TRAVIATA. Sun. Mat., April 15: Lieberman's SCHOOL FOR WIVES, and Mozart's THE IMPRESSARIO. Sun. Eve., April 15: Verdi's IL TROVATORE, Publ.: Miss Alix Williamson, CO. 5-1758.
- Thursday
April 12
8:30 P.M. PREMIERE: "THE MAN IN THE GRAY FLANNEL SUIT" (Movie) ROXY, 7TH & 50TH ST.
Gregory Peck, Jennifer Jones, Fredric March will star in 20th Century-Fox's CinemaScope-De Luxe Color production, produced by Darryl F. Zanuck and directed by Nunnally Johnson. Costume direction: Charles Le Maire. Premiere for benefit of The March of Dimes; tickets--\$5.00-\$100.00, contact: CO. 5-7460. 20th Century Publ.: Charles Levy, CO. 5-3320.
- Monday
April 16 PREMIERE: "A KID FOR TWO FARTHING" (Movie) PLAZA THEATRE, 42 EAST 58TH
Six-year-old Jonathan Ashmore takes a dual role in Carol Reed's Technicolor film adapted from Wolf Mankowitz' novel of the same name. Adult stars are Celia Johnson and former heavyweight wrestling champion Joe Robinson. Lopert Film Distributing Corp. will release. Publicity: Marjorie Geiss, PL. 7-3330.
- Tuesday
April 17 FIRST WEEK: THE BALLET THEATRE MET. OPERA HOUSE, 39TH STREET & B'WAY
Tues., April 17: THEME AND VARIATIONS, PILLAR OF FIRE, CAPRICHOS, GRADUATION BALL. Wed., April 18: SWAN LAKE, OFFENBACH IN THE UNDERWORLD, FANCY FREE. Thurs., April 19: LES SYLPHIDES, UNDERTOW, PAS DE DEUX (BLACK SWAN), OFFENBACH IN THE UNDERWORLD. Fri., April 20: DESIGNS WITH STRINGS, GISELLE (2 Acts), INTERPLAY. Sat., Mat., April 21: SWAN LAKE, PETER AND THE WOLF, GRADUATION BALL. Sat., Eve., April 21: THEME AND VARIATIONS, FALL RIVER LEGEND, PAS DE DEUX (DON QUIXOTE), OFFENBACH IN THE UNDERWORLD. Sun., Mat., April 22: LA FILLE MAL GARDEE, PAS DE QUATRE, PRINCESS AURORA. Sun., Eve., April 22: LES SYLPHIDES, PILLAR OF FIRE, PAS DE DEUX (BLACK SWAN), FANCY FREE. Publicity: Martin Feinstein, PL. 9-6000.
- Wednesday
April 18-
May 6 OPENING: "THE KING AND I" CITY CENTER, 131 WEST 55TH STREET
First of three musicals to be presented by the N.Y.C. Center Light Opera Company--Rodgers and Hammerstein's production starring Jan Clayton and Zachary Scott. Director: John Fearnley. Scenery: Jo Mielziner. Lighting: Jean Rosenthal. Costumes: Irene Sharoff. Publ.: Abner Klipstein, CH. 4-7250.
- Tuesday
April 24 OPENING: "GOODBYE AGAIN" HELEN HAYES THEATRE, 210 WEST 46TH ST.
Donald Cook will star in a comedy by Allan Scott and George Haight. Produced by Shepard Traube and J. H. Del Bondio. Director--Mr. Traube. Setting: Same Leve. Publ.: George Ross, PE. 6-9660.